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Marketing and outreach for the academic library: New approaches and initiatives

Amy Wainwright

John Carroll University, awainwright@jcu.edu

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Marketing and outreach for the academic library: New approaches and initiatives, edited by Bradford Lee Eden. Lanham, MD: Rowman & Littlefield, 2016. 153p. \$45.00. ISBN: 978-1-4422-6254-6.

Marketing and Outreach for Academic Libraries edited by Bradford Lee Eden is a creative look at ways to engage with students in the library. Each chapter of this book highlights a different project, event, or campaign used by an academic library. Academic librarians have written based on their lived experience, including not only the reason the event or service was offered, but also any failures or reflections. The types of events and services offered and sizes of the libraries varies; however, the detail and background information given will help librarians looking for inspiration. Overall, this book is meant to cover marketing in academic libraries, with an emphasis on partnering and collaborating in order to do outreach to users.

Each chapter is written in a straightforward manner, with a basic description of the event or service, how the event or service evolved or can be analyzed, and any conclusions and recommendations. The first chapter "Making Social Media Worth it" by Kaela Casey and Laura Worden, is written for a beginner-level audience. This chapter details the creation of a social media plan, the very purposeful training involved for the staff members, and implementation and evaluation of the plan. Although using social media in academic libraries may not be a new topic, the advantage to starting a social media plan now is being able to learn from those who have gone before. This chapter gives detailed advice for how to begin this type of communication for librarians who are just jumping in to using social media. In comparison, chapter three, "Events and Extravaganzas at Cunningham Memorial Library," is written for a slightly more advanced audience. The Library Extravaganza mentioned in the chapter title is a multi-day event requiring quite a time commitment from those involved with planning and staffing such an undertaking.

The chapter clearly and concisely describes the history of the event, staffing needs, and food and space information. For a librarian who is preparing for a new and larger event, this chapter and chapter four, "Librarians as Event Coordinators," are essential reading. All of the chapters also help to reaffirm that events and marketing can improve the visibility of resources and services to campus constituents.

This book provides a very thorough look at the many ways that academic libraries can market the services of their libraries. It is an appropriate book for any librarians who are interested in learning about what outreach and marketing librarians can potentially do. This book is also helpful for a librarian new to the field, or possibly hiring managers looking to update job descriptions. The chapters themselves cover a range of experience levels for librarians as well, from those beginner projects to more complex endeavors. Although there are other books that cover social media or embedded librarianship, this book gives an excellent overview of the types of projects that academic outreach and marketing librarians can pursue to improve the libraries' visibility on campus.

—Amy Wainwright, John Carroll University, University Heights,
OH 44118, USA <awainwright@jcu.edu>.
